

# Index to 1976 Bank Marketing articles

*This is your guide to articles that appeared in Bank Marketing Magazine, January through December, 1976. It was compiled by Cynthia Porter, Director of BMA's Information Services Department.*

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## APPLICANTS

### Assistant to Marketing Director

Young, energetic individual seeking entry level position with a Mid-western bank or holding company. Experienced in all phases of bank advertising, solid marketing background. B.A. in advertising, excellent references. Resume on request.  
BOX OCTOBER 379

### Marketing and P.R. V.P.

With over six years of branch management experience and four years of marketing experience, specializing in advertising, public relations, product development and research, this B.S. Advertising Grad is looking for an agency, holding company, or bank that is presently looking for a Marketing-P.R. Pro in the Southwestern, Mid-Michigan area. Applicant has an A.A.S. Degree as well in Marketing & Retailing, and is a graduate of the Graduate School of Bank Marketing in Madison, Wisconsin. A-1 references and resume on request.  
BOX OCTOBER 380

### Bank Marketing

Seasoned banker with eleven years solid operations, lending (all phases) and new products background desires position in bank marketing. Advertising education

# applicants & opportunities

(B.S.) and extensive experience in advertising. First year Bank Marketing School successfully completed. Willing to take secondary marketing position and will relocate. Resume furnished on request.  
BOX OCTOBER 381

### Marketing Public Relations

Marketing communications, public relations. Harvard Marketing Management Executive Program grad with 10 years of professional communications experience. Seeks officer position in growth-oriented spirited management style bank.  
BOX NOVEMBER 383

### Assistant Director of Marketing

Seeks challenging position as Director of Marketing or Assistant Director. Heavy experience in retail banking with responsibility for market planning, business development, administration, branch development, advertising, staff sales training programs, automated banking, research and communication. Prefer New England area. Resume on request. BOX DECEMBER 385

### VP and Director of Marketing

Mr. President—Have you recognized the need for an organized marketing effort in your bank? Do you feel that you don't have the time to handle marketing along with your other important duties? I am a results oriented marketing professional with 6 solid years of dealing with market penetration, identity, advertising, new product development, budgeting, news releases, stock holder reports, and more. Over 14 years of banking experience. Resume upon request.  
BOX DECEMBER 386

## OPPORTUNITIES

### Bank Representatives

Aggressive Housewares Manufacturer is branching out into the Premium and Incentive field. Hard-working bank representatives wanted. BOX OCTOBER 382

### Marketing Sales Representative

A challenging position is available in a progressive Denver, Colorado, bank for a professional with a minimum of two years experience in bank lending or bank marketing. A college degree is preferred. If you have a proven track record in Business Development please apply.  
BOX NOVEMBER 384